

A GLOBAL FMCG LEADER · FMCG / FOOD & BEVERAGE | **EMPLOYEE REWARDS**

6 regions, 20+ currencies, one rewards platform.

How a global FMCG leader replaced fragmented regional reward vendors with a single SAP-integrated platform, serving 4,800+ employees across the Americas, Europe, APAC, South Asia, the Middle East, and Africa, in real time.

COMPANY PROFILE

INDUSTRY FMCG / Food & Beverage	GEOGRAPHY Global (multi-region)	PROGRAM TYPE Employee rewards	EMPLOYEES 4,800+
HR PLATFORM SAP	PROGRAM REACH 20+ countries	REGIONS Americas, Europe, APAC, South Asia, MENA, Africa	CURRENCIES 20+

CAPABILITIES USED

REWARDS & FULFILLMENT

Xoxoday Plum — Global employee rewards storefront

900+ products across nine categories, gift cards, merchandise, dining, electronics, sports, beauty, and more, available in 20+ local currencies across every region the organization operates in.

HR SYSTEMS INTEGRATION

SAP rewards integration

Points issued automatically via SAP based on performance triggers. Employees are redirected seamlessly from SAP to the Xoxoday storefront, one click, no separate login, no manual steps.

XOXODAY PLUM

Multi-region, multi-currency catalog

One platform covering the Americas, Europe, APAC, South Asia, the Middle East, and Africa, local rewards in local currencies, activated region by region without separate vendor contracts.

ANALYTICS

Admin portal & live reporting

Full catalog curation, denomination management, and real-time redemption reporting, every transaction visible instantly for finance reconciliation, with zero manual overhead.

THE CHALLENGE

A global workforce. A rewards program that could not keep up.

The organization runs employee recognition programs across multiple business units and geographies, from Switzerland and the UK to India, the Philippines, Mexico, and beyond. Each region had its own reward preferences, local currencies, and compliance requirements. Managing that complexity through fragmented vendor relationships and manual distribution workflows was not scaling.

What the team needed was a single rewards storefront that could serve employees across all regions simultaneously, local catalog options in local currencies, tight integration with their existing SAP environment, and a redemption experience employees would actually use and return to. Without a catalog employees genuinely wanted, point balances would accumulate unused.

The opportunity was to turn a transactional benefit into a reason to stay engaged, with a catalog broad enough and local enough that employees across every market found something worth coming back for.

- **Fragmented vendor landscape** separate reward suppliers per region, with no unified view of spend or program health
- **SAP integration gap** no direct connection between the performance system where points were earned and the platform where they could be redeemed
- **Currency and catalog mismatch** centrally managed reward catalogs that did not reflect what employees in each local market actually wanted
- **Manual reconciliation** the finance team had no real-time visibility into redemption activity, requiring manual reporting cycles each period
- **Low repeat engagement** employees would redeem once and disengage, limiting the program's long-term impact on recognition culture

THE SOLUTION

One integration. Six regions. Zero manual steps.

Xoxoday Plum was integrated with the organization's SAP rewards system. When an employee earns reward points, triggered automatically by performance milestones and recognition events within SAP, they are redirected directly to the Xoxoday storefront. No separate login. No manual intervention. The full flow runs end-to-end without the rewards team needing to manage each transaction.

Regional catalog coverage was activated market by market as each geography went live, giving the program team control over which categories and denominations were available in each region. The implementation ran smoothly over two to three months, with Xoxoday's teams working alongside the organization's business, legal, and technology stakeholders throughout.

- **SAP integration** points issued via SAP, redeemed on Xoxoday with a single click; automated, accurate, and auditable end-to-end
- **900+ products across nine categories** shopping, electronics, dining, sports, grocery, beauty, fashion, entertainment, and home, covering every preference across a global workforce
- **20+ currencies, six regions** one platform serving the Americas, Europe, APAC, South Asia, the Middle East, and Africa without separate regional vendor contracts
- **Multi-entity coverage** a single deployment serving employees across all business divisions and subsidiaries within the group's global portfolio
- **Live reporting** every redemption tracked in real time for the program team and finance, with no manual reconciliation required

THE RESULTS

A catalog employees came back for, across six regions

Over the program period, 4,800+ employees redeemed across 900+ unique products spanning nine categories. Catalog breadth translated directly into return visits: 41% of participants came back to redeem a second time or more, and that repeat cohort accounted for 65% of all redemption value, more than \$470K in total across the platform.

The program now serves employees across 20+ countries and currencies from a single platform, without adding headcount or regional vendor complexity. Every transaction is tracked in real time, eliminating the reconciliation burden that previously required coordination across multiple vendors and manual reporting cycles.

